



# Email **Breakthrough** Report

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## October 2010

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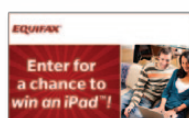
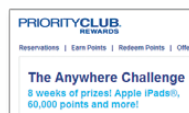
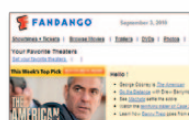
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## Report **Overview** & Methodology

### Purpose

Companies in almost every industry are looking for ways to enhance the value and effectiveness of their digital communications. From SMS to social media, digital messaging has become the basis for critical customer and stakeholder communications. Email, more than any digital channel, has cemented itself at the center of the digital customer relationship. According to industry analysts, 73% of consumers name email as their preferred communication channel. Even with this level of adoption and years spent building email marketing programs, marketers are still only scratching the surface of email's customer relationship management potential.

The Email Breakthrough Report was developed to help marketers achieve that potential by showcasing email programs that are strong enough to break through the consumer consciousness and lead the way towards the next level of email communications. This valuable resource is a co-production of StrongMail, a leading provider of online solutions for email and social media, and its strategic and creative services agency, threadmarketing, which are both equally committed to helping marketers understand the true power of the email channel when used in innovative ways.

### Methodology

StrongMail has assembled a team of email industry veterans to scour the Internet and their respective inboxes for programs that truly demonstrate the power of the email channel. Each team member is responsible for reviewing over a hundred email programs from specific industries. These programs are then narrowed down to three finalists within each vertical. The three finalists are presented to the team and a "Best in Class" is selected in each vertical. These exemplary emails are then featured in the quarterly Email Breakthrough Report.

The campaigns honored as part of the Email Breakthrough Report share the following characteristics: outstanding content and creative execution, application of sophisticated email technology, use of innovative digital marketing techniques, and a commitment to an exceptional user experience.

*Contributors to this report include email experts from the following organizations:*

**Email Data Source** is the only independent, unbiased provider of email marketing data. We collect, analyze, catalogue, and archive thousands of daily email marketing messages, and provide clients with actionable intelligence they need to increase ROI on their outbound email programs. For more information, visit [www.emaildatasource.com](http://www.emaildatasource.com).

**StrongMail** enables businesses to monetize two of the most powerful marketing channels available today, allowing marketers to reach, engage and influence their target audience. By combining the proven ROI of email with the power of social media to reach new audiences, StrongMail empowers marketers to create integrated campaigns that leverage the natural synergies of both channels to drive customer acquisition, loyalty and retention while increasing revenue. For more information, visit [www.strongmail.com](http://www.strongmail.com).

**Threadmarketing** was created to provide leading brands with digital-marketing expertise, award-winning creative and market-leading email and social media technologies – in order to optimize CRM across multiple marketing channels. We create lasting, powerful and meaningful conversations that grow your relationships and business. Our approach is simple: Deliver the best possible results by turning your best customers into your strongest advocates. A StrongMail Company, threadmarketing can be found on the web at [www.threadmarketing.com](http://www.threadmarketing.com).



email data source



## Top 5 Trends to Watch

The winners in this report represent the best-of-breed in each industry and are showcased within the context of a stand-out strategy or technical feature. After reviewing the winning campaigns, as well as many other amazing emails from Q2 2010, we have identified five key trends to watch. This quarter, the winning campaigns showcase the relevant use of movement in email, highlight that all email programs must not live forever, and that social integration continues to emerge (even in the financial services industry).

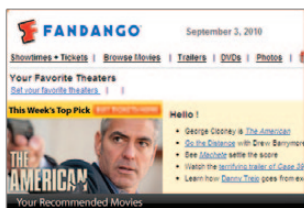
### 1 | Getting Your Email Moving

Email marketers have been striving for years to determine the most effective application of movement in email. Whether it has been the proper use of animated gifs or the holy grail of video in email, marketers have struggled with applying them effectively. This quarter, both Intercontinental Hotels Group and Fandango have both engaged their recipients through the relevant application of motion without compromising the marketing message.



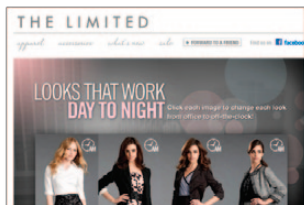
### 2 | Tying it all Together

Unless you are seeing follow-up messages to offers being received, the idea of carrying content through more than one message seems to be a lost art, unless you are Fandango. Not only did they send a dedicated message about the upcoming release of The American in theaters, they also carried the messaging through subsequent messages, achieving recognition of the content and keeping it top of mind.



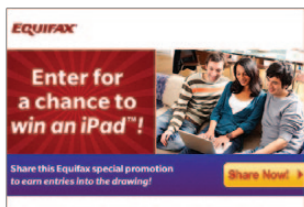
### 3 | Taking the Subtle Approach

The tides seem to continuously turn between direct, sales-centric messaging and the soft-sell approach in email. This quarter, many of our favorites chose the subtle approach. The Limited and FranklinCovey both had direct calls-to-action in their messaging; however, it became secondary to the content focus. The first goal of these messages was to either educate or engage – which, once achieved, makes the progression to conversion more natural.



### 4 | Leveraging Word of Mouth

If you've been in email for more than a day, you know that its strength is not in acquisition – unless you are using your existing and engaged customer base to help you out! Equifax reached out to its email subscriber-base (which is where most of your best customers exist) and asked them to tell their friends about their experience with the brand/product. And the incentive to win an iPad is a great way to say thanks!

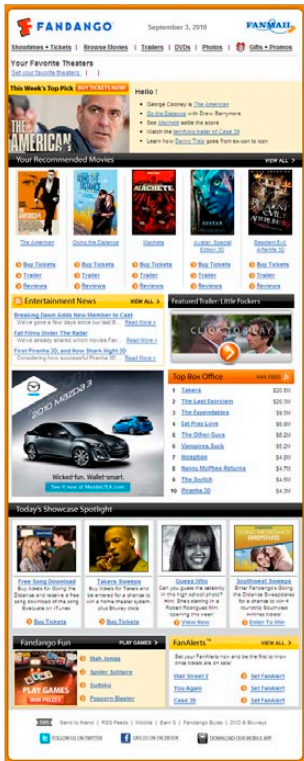


### 5 | Let the Content Flow

The amount of content you put in your email is always a concern...too much and no one will read it, too little and no one will understand it. But it isn't all about how much – sometimes it has more to do with how it is organized. In the FranklinCovey example, you will see that they've effectively organized a lot of content without it feeling daunting.



# Media, Entertainment & Publishing



<b>Winner</b>	Fandango
<b>Email Campaign</b>	FanMail
<b>Purpose</b>	Movie Ticket Purchase
<b>Stand Out Feature</b>	Excellent inclusion of video in email
<b>Subject Line</b>	The American in Theaters Tomorrow

Published by Fandango, FanMail delivers email alerts on everything movies and entertainment. As the nation's leading moviegoer destination, Fandango sells tickets to more than 16,000 screens, providing consumers with exclusive film clips, trailers, celebrity interviews, fan reviews and news, while offering them the ability to quickly select a film and conveniently buy tickets in advance. FanMail is designed to provide recipients everything from advanced ticket purchase opportunities to entertainment news on a weekly basis, or when timing is most relevant.

## The Business Goal

FanMail is the main point of communication for all Fandango subscribers. The messages' primary purpose is to drive ticket sales while providing recipients with value-add content that positions Fandango as a trusted source of information and content relative to movies and entertainment. Secondly, the email program provides members a mechanism in which to facilitate feedback and reviews about movies they have seen – providing a sense of community around an engaging topic, as well as an outlet for sharing thoughts and ad impressions of these movies for others to consider.

## Why it Works

While the layout changes based on the focus of the message, the email messages remain very recognizable in the inbox. But it is the content that makes this email program a gem; the balance between direct calls-to-action and value-add content make it a resource, not just a place to buy movie tickets.

- 1 | Relevant Timing** – What better time to buy tickets to a movie than the day before it launches in theaters, especially a George Clooney movie! Alerting subscribers to the impending release of the movie and further encouraging them to skip the box office lines is a terrific way to drive conversion and achieve relevance.
- 2 | Effective Inclusion of Video** – Video in email couldn't be more relevant to movies – movies by nature are... video. Fandango has leveraged a quick and engaging video clip in the initial message promoting advanced ticket purchase to get recipients excited about the flick and to drive conversion.
- 3 | Direct Call-to-Action** – There is no question about the behavior Fandango is trying to drive. They want the recipient to buy tickets. Keeping your call-to-action clear and concise leaves no room for interpretation or distraction from the message purpose. Focusing the content on a singular behavior can drive higher engagement and conversion.
- 4 | Cross-Message Cohesion** – Fandango has done a terrific job in following up on the dedicated email send about *The American* the following week by featuring the movie above-the-fold and continuing to encourage ticket sales. However, this time they enhanced the content with additional information that the customer would find engaging – minimizing the feel of repetition between the messages.
- 5 | Great Use of Value-add Content** – Recipients don't always just want a good deal – often they also appreciate a source of great content. FanMail provides value-add content that goes beyond convenience and sales, it provides the recipient easy access to information covering the range of movies and entertainment, making it a more valuable email communication received in the inbox.



# Media, Entertainment & Publishing

## Fandango

Relevant Timing

Direct Call-to-Action

Cross-Message Cohesion

Great Use of Value-add Content

Effective Inclusion of Video

September 3, 2010

**FANDANGO** **FANMAIL**

Showtimes + Tickets | Browse Movies | Trailers | DVDs | Photos | Gifts + Promos

Your Favorite Theaters  
Set your favorite theaters.

**This Week's Top Pick** **BUY TICKETS NOW!** **THE AMERICAN**

Hello!

- George Clooney is *The American*
- See *the Distance* with Drew Barrymore
- See *Machete* settle the score
- Watch the *coming* trailer of *Case 39*
- Learn how *Danny Trejo* goes from ex-con to icon

Your Recommended Movies **VIEW ALL >**

*The American* *Going the Distance* *Machete* *Avatar: Special Edition 3D* *Resident Evil: Afterlife 3D*

[Buy Tickets](#) [Trailer](#) [Reviews](#)

**Entertainment News** **VIEW ALL >**

**Breaking Dawn Adds New Member to Cast**  
We've got a few days since our last th... [Read More >](#)

**Fall Films Under The Radar**  
We've already shared which movies Fan... [Read More >](#)

**First Piranha 3D, and Now Shark Night 3D**  
Considering how successful Piranha 3D ... [Read More >](#)

**Featured Trailer: Little Fockers**  
**CLICK TO PLAY**

**Top Box Office** **NEW FEED**

Rank	Movie	Box Office
1	<i>Takers</i>	\$20.5M
2	<i>The Last Exorcism</i>	\$20.3M
3	<i>The Expendables</i>	\$9.5M
4	<i>Cat Pray Love</i>	\$8.8M
5	<i>The Other Guys</i>	\$8.2M
6	<i>Vampires Suck</i>	\$5.2M
7	<i>Inception</i>	\$4.0M
8	<i>Nanny McPhee Returns</i>	\$4.7M
9	<i>The Switch</i>	\$4.5M
10	<i>Piranha 3D</i>	\$4.3M

**Today's Showcase Spotlight**

**Free Song Download**  
Buy tickets for *Going the Distance* and receive a free song download of the song *Evaluate* on iTunes.  
[Buy Tickets](#)

**Takers Sweeps**  
Buy tickets for *Takers* and be entered for a chance to win a home theater system, plus Blu-ray disc.  
[Buy Tickets](#)

**Guess Who**  
Can you guess the celebrity in this high school photo? Hint: She's starring in a Robert Rodriguez film opening this week!  
[View Now](#)

**Southwest Sweeps**  
Enter Fandango's *Going the Distance* Sweepstakes for a chance to win 4 roundtrip Southwest Airlines tickets!  
[Enter To Win](#)

**Fandango Fun** **PLAY GAMES >**

**PLAY GAMES** **WIN PRIZES**

*Mah Jongg*  
*Spider Solitaire*  
*Sudoku*  
*Popcorn Blaster*

**FanAlerts™** **VIEW ALL >**

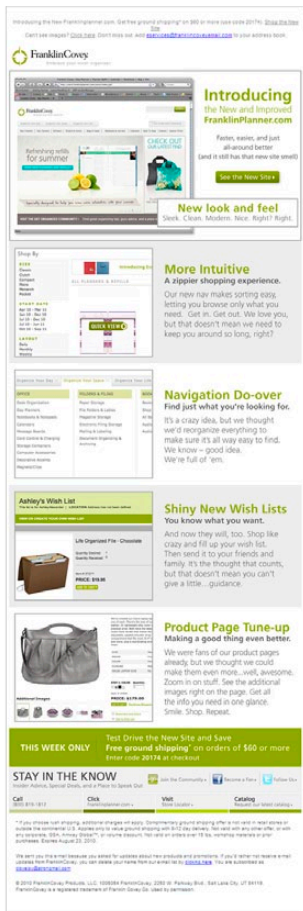
Set your FanAlerts now and be the first to know once tickets are on sale:

*Well Street 2* [Set FanAlert](#)  
*You Again* [Set FanAlert](#)  
*Case 39* [Set FanAlert](#)

**TIPS** Send to Friend | RSS Feeds | Mobile | Earn \$ | Fandango Bucks | DVD & Blu-rays

**FOLLOW US ON TWITTER** **LIKE US ON FACEBOOK** **DOWNLOAD OUR MOBILE APP**

# Technology



## Winner

FranklinCovey

## Email Campaign

FranklinPlanner.com Relaunch

## Purpose

Drive website traffic

## Stand Out Feature

Organization and flow of content

## Subject Line

Introducing the New and Improved FranklinPlanner.com  
(test drive it and save)

When you think of technology, FranklinCovey isn't the first company that comes to mind; however, the re-launch of FranklinPlanner.com is worthy of the denotation. Not surprisingly, given the company's heritage, the new online store organizes its products in easy to navigate categories, making it easy for visitors to quickly browse and find relevant items. With new designs and formats introduced on a continual basis, the FranklinCovey Planning System is now used by more than 15 million people worldwide.

## The Business Goal

FranklinPlanner.com has been improved, and FranklinCovey wanted to let all their subscribers know what to expect and how it makes engagement with the site and the brand easier. Including details around the call-out features, how to interact with the site and a free shipping offer for anyone that test drives the new site that week, this message was made to drive site traffic.

## Why it Works

FranklinCovey highlights and features an abundance of information in this message, but through the creative combination of images, text, color and design the sheer volume of information is not overwhelming to the recipient.

- 1 | **Solid Use of Images** – When there is a lot to say, images can be effective at both conveying the message without words and making it more digestible by breaking up the copy. Here, FranklinCovey has used a good blend of images and copy to tell their story, engage the reader and move the recipient through the message from top to bottom.
- 2 | **Completely Scannable** – Excessive copy in email can immediately turn readers off. Here, FranklinCovey has eliminated that concern through the effective use of font size and color to highlight with section headlines and sub-headlines the immediate take-away, making it easy for customers to scan the email without losing any of the understanding.
- 3 | **Casual Tone** – FranklinCovey knows their customers and the tone and branding they've come to expect from the company. This tone has been carried through not only in the website design but in the email itself. Since email is, by nature, a more casual communication channel, this light-hearted tone translates well.
- 4 | **Optimized Above-the-Fold** – Even if you chose not to scroll through all the reasons why the new site is new and improved, the entire purpose of the message is clearly conveyed in the top 300 pixels of the email – including the introduction of the new site, the bite-size value proposition of how it has been improved, as well as the call-to-action to check it out. It's all there, without having to scroll a single screen.
- 5 | **Incentivized Behavior** – This is genius – FranklinCovey has provided the customer with a free shipping offer for test driving the site. The act of visiting the site has no cost, but to take advantage of the incentive, you actually need to purchase. So while the request to make the purchase is a secondary message and remains subtle, it is there and is effective.

# Technology

## FranklinCovey

Optimized Above-the-Fold

Casual Tone

Solid Use of Images

Completely Scannable

Incentivized Behavior

Introducing the new FranklinPlanner.com. Get free ground shipping\* on \$60 or more (use code 20174). Shop the new site.

Can't see images? [Click here](#). Don't miss out. Add [services@franklincovey.com](mailto:services@franklincovey.com) to your address book.

**FranklinCovey**  
Simplify your inner organizer

**Introducing the New and Improved FranklinPlanner.com**  
Faster, easier, and just all-around better (and it still has that new site smell)

[See the New Site >](#)

**Refreshing refills for summer**  
CHECK OUT OUR LATEST REFILLS

**New look and feel**  
Sleek. Clean. Modern. Nice. Right? Right.

**Shop By**  
REFILLS  
Checklist  
Calendar  
More  
Replenish  
Product

**Introducing the New and Improved FranklinPlanner.com**  
A zipplier shopping experience.  
Our new nav makes sorting easy, letting you browse only what you need. Get in. Get out. We love you, but that doesn't mean we need to keep you around so long, right?

**FAST DATE**  
Jun 15 - May 15  
Jun 15 - May 15  
Jul 15 - Jun 15  
Jul 15 - Jun 15  
Oct 15 - Sep 15

**LAYOUT**  
Daily  
Weekly  
Monthly

**Organize Your Day** | **Organize Your Space** | **Organize Your Life**

**OFFICE**  
Desk Organization  
File Folders & Labels  
Productivity & Records  
Business Writing Storage  
Planning & Labeling  
Storage Containers  
Computer Accessories  
Innovative Accessories

**FOLDERS & FILING**  
Paper Storage  
File Folders & Labels  
Productivity & Records  
Business Writing Storage  
Planning & Labeling  
Storage Containers  
Computer Accessories  
Innovative Accessories

**ROOM**  
Bookshelves  
Shops  
Art & Wall  
Audio

**Ashley's Wish List**  
The 100% Satisfaction Guarantee. Satisfaction Address has not been defined.

**Life Organized File - Chocolate**  
Quantity Desired: 1  
Quantity Reserved: 0

**PRICE: \$19.95**  
**ADD TO CART**

**Shiny New Wish Lists**  
You know what you want.  
And now they will, too. Shop like crazy and fill up your wish list. Then send it to your friends and family. It's the thought that counts, but that doesn't mean you can't give a little...guidance.

**Product Page Tune-up**  
Making a good thing even better.  
We were fans of our product pages already, but we thought we could make them even more...well, awesome. Zoom in on stuff. See the additional images right on the page. Get all the info you need in one glance. Smile. Shop. Repeat.

**THIS WEEK ONLY** Test Drive the New Site and Save  
**Free ground shipping\*** on orders of \$60 or more  
Enter code **20174** at checkout

**STAY IN THE KNOW**  
Insider Advice, Special Deals, and a Place to Speak Out

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**Call** (800) 819-1812 **Click** [franklinplanner.com >](#) **Visit** [Store Locator >](#) **Catalog** [Request our latest catalog >](#)

\* If you choose rush shipping, additional charges will apply. Complimentary ground shipping offer is not valid in retail stores or outside the continental U.S. Applies only to value ground shipping with 3-12 day delivery. Not valid with any other offer, or with any corporate, GSA, Army, Navy, or volume discount. Not valid on orders over \$500. Workshop materials or prior purchases. Expires August 23, 2010.

We sent you this email because you asked for updates about new products and promotions. If you'd rather not receive email updates from FranklinCovey, you can delete your name from our email list by [clicking here](#). You are subscribed as [services@franklincovey.com](#)

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# Retail



## Winner

The Limited

## Email Campaign

Looks that Work Day to Night

## Purpose

Driving Purchase

## Stand Out Feature

Unique Interaction

## Subject Lines

See Our Latest Looks Go From Day To Night With Just A Click!

The Limited is an iconic fashion retailer that offers high-quality, private-label apparel designed to help the modern woman succeed. The Limited is well-known as the store concept that began mall-based specialty retailing as we know it. Founded in 1963 by Les Wexner and based in Columbus, Ohio, The Limited has served generations of women with a limited array of trend-right American styles. The Limited served as the foundation brand for Limited Brands Incorporated, the mega retail conglomerate, which at one time or another included brands such as Bath & Body Works, Victoria's Secret, Express, Henri Bendel, New York & Company, Lane Bryant, Limited Too, and Abercrombie & Fitch.

## The Business Goal

While the end result of the email is to drive revenue, the primary goal is to demonstrate how a choice number of outfits can transition from day to night, driving click behavior by telling the recipient to click each image to see the evening version of the outfit.

## Why it Works

You have no choice but to click through – in order to get the full impact of the message, you have to click. Duplicating the email in a mini-site that allows you to then toggle between different versions of each outfit, noting the differences between them, falling in love with it and ultimately buying it, offers a clean and simple transition between the inbox and the web.

- 1 | Relevant Use of Imagery** – The Limited knows its customer-base and understands the needs of the modern woman. This email is designed to help solve the time-challenged career woman in making the transition from office wear to evening wear.
- 2 | Unique Click Motivation** – In order to see the PM options, it is necessary to click through the email. To avoid any confusion by the recipient, The Limited clearly tells them what they need to do...click each image to change each look. No room for ambiguity there!
- 3 | Reminder of Previous Offer** – Instead of reiterating a previous offer, The Limited has chosen to encourage recipients to interact with previously sent messages by reminding them to check out recently sent email for additional savings. While it doesn't necessarily put the offer at their fingertips, it does subtly reiterate the value proposition of a previous message. Well played!
- 4 | Social Share Functionality** – The forward-to-a-friend button is prominently displayed in the header navigation with a secondary "share with your friends" call-to-action in the footer that links to various social communities and sites. Given the interactive and unique delivery of the message, emails of this nature are more likely to go viral than standard email offers.
- 5 | Clean Transition from Inbox** – The unique design of the message and the carry through of the interaction from the inbox to the micro-site is seamless for the recipient. This keeps them engaged and provides a familiar environment in which to interact.

# Retail

## The Limited

Social Share Functionality

Unique Click Motivation

Relevant Use of Imagery

Clean Transition from Inbox

Reminder of Previous Offer

THE LIMITED

apparel accessories what's new sale [▶ FORWARD TO A FRIEND](#) Find us on: [facebook](#)

LOOKS THAT WORK  
DAY TO NIGHT

Click each image to change each look  
from office to off-the-clock!



[▶ SHOP NOW](#)

**IMPORTANT SAVINGS REMINDER!**

We recently sent you an e-mail with special offers.  
Don't forget to use these fabulous savings before they expire.

**\$50 OFF**

A \$150 PURCHASE.

\$30 OFF A \$100 PURCHASE OR \$15 OFF A \$50 PURCHASE.

NOW THROUGH AUGUST 8, 2010 IN-STORE AND ONLINE. ENTER CODE 668 DURING ONLINE CHECKOUT.

SHARE WITH YOUR FRIENDS! [f](#) FACEBOOK [t](#) TWITTER [m](#) MYSPACE [d](#) DIGG [in](#) LINKEDIN

Valid in-store and online now through August 8, 2010. Markdowns excluded. One discount per customer. Cannot be combined with any other coupon, used with associate discount, applied to previous purchases or used to purchase gift cards. Not valid on markdown prices or as payment on The Limited Card. Must make a total pre-tax purchase of \$150 to receive \$50 discount, a total pre-tax purchase of \$100 to receive \$30 discount, and a pre-tax purchase of \$50 to receive a \$15 purchase. If you return a portion of your purchase, a portion of the discount will be lost. No reproductions will be accepted.

For in-store purchases, coupon must be surrendered at time of purchase to receive discount. Ring Code: 668

For online purchases, enter code 668 during transaction to receive discount. Code may be used one time only. In the event of technical issues, we reserve the right to suspend online redemption of this promotion.

To find The Limited store near you, [click here](#) to access our store finder.

If you would like to forward this e-mail to a friend [click here](#).

If you received this e-mail from a friend and would like to subscribe to our e-mail list, [click here](#).

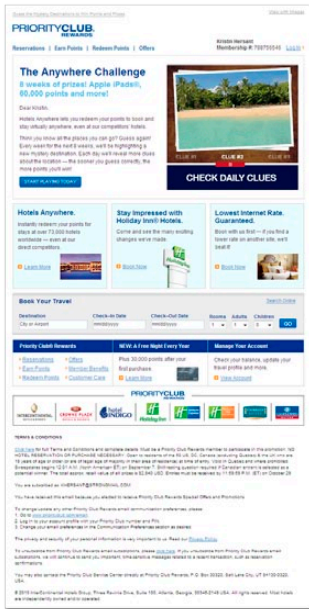
By joining our e-mail family, you will receive an introductory offer of \$15 off every \$50 you spend.

If you do not wish to receive future e-mails from The Limited, [click here](#).

Please copy and paste [thelimited@thelimited.com](mailto:thelimited@thelimited.com) into your address book to ensure optimal receipt of marketing e-mails from The Limited.

The Limited • 7775 Walton Pkwy • New Albany, Ohio 43054 • [thelimited.com](http://thelimited.com)

# Travel & Hospitality



## Winner

## Email Campaign

## Purpose

## Stand Out Feature

## Subject Line

InterContinental Hotels Group

The Anywhere Challenge

Drive Points

Email Mini-Series

Guess our Mystery Destinations to Earn Points and More!

InterContinental Hotels Group (NYSE:IHG) is the world's largest hotel group by number of rooms. Each year, more than 130 million guests visit one of the more than 4,500 hotels and 650,000 guest rooms that IHG franchises, leases, manages or owns in 100 countries around the world. With such popular brands as InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts under its umbrella, IHG also manages the world's largest loyalty program, Priority Clubs® Rewards, which has 52 million members.

## The Business Goal

Priority Club members love to earn points, and what better way to earn those points than through an interactive, partner program that, by design, will run for an 8-week period. By driving participation in the partner program, IHG can drive revenue and encourage incremental hotel-stay behavior from its customer-base through their points usage.

## Why it Works

Not all partner programs are created equal. Mostly, they are one-time offers that may or may not resonate with the customer – but in this example, the program is drawing on the passion that Priority Club customers have for travel. Not only does the email challenge their travel-smarts, it provides a mechanism to keep them engaged for eight full weeks.

- 1 | Use of Email Mini-Series** – Email programs don't have to last forever. Some of the most effective email programs are designed around specific moments or periods of time, with a definitive start and stop. Here, the clever use of a mini-series to support the partner-driven program sets proper expectations that the recipient will receive communications about this program for a limited period of time.
- 2 | Animated .gif Complements Content** – Using imagery to depict the clues for the program keep the recipient engaged longer as they wait for the image to change to see if they decipher the clues. The imagery not only complements the content that is being delivered but also encourages the recipient to spend more time with the email – or, even better, save it and come back to it.
- 3 | Encourages Daily Interaction** – Though the program runs for an eight-week period, the recipient can get daily clues. This keeps the program top of mind and incorporates the checking of the clues into their daily routine during the program period.
- 4 | Optimized Above-the-Fold** – Everything you need to know about the program appears above the fold. Everything from how long the program will run, what you can win, the first set of clues and the ability to participate are all at your fingertips. No scrolling required.
- 5 | Encouraging Timely Behavior** – Not only are you encouraged to participate through the great prizes available, but you are further incentivized to identify the location sooner to get more points, making the daily interaction even more critical.

# Travel & Hospitality

## InterContinental Hotels Group

Optimized Above-the-Fold

Use of Email Mini-Series

Animated .gif Complements Content

Encouraging Timely Behavior

Encourages Daily Interaction

Guess the Mystery Destinations to Win Points and Prizes. [View with Images](#)

**PRIORITYCLUB REWARDS**

[Reservations](#) | [Earn Points](#) | [Redeem Points](#) | [Offers](#)

[Profile Manager](#) | [Membership # 123456789](#) | [Log In](#)

### The Anywhere Challenge

8 weeks of prizes! Apple iPads®, 60,000 points and more!

Dear Kristin,

Hotels Anywhere lets you redeem your points to book and stay virtually anywhere, even at our competitors' hotels.

Think you know all the places you can go? Guess again! Every week for the next 8 weeks, we'll be highlighting a new mystery destination. Each day we'll reveal more clues about the location — the sooner you guess correctly, the more points you'll win!

[START PLAYING TODAY](#)

[CHECK DAILY CLUES](#)

**Hotels Anywhere.**  
Instantly redeem your points for stays at over 73,000 hotels worldwide — even at our direct competitors.  
[Learn More](#)

**Stay Impressed with Holiday Inn® Hotels.**  
Come and see the many exciting changes we've made.  
[Book Now](#)

**Lowest Internet Rate. Guaranteed.**  
Book with us first — if you find a lower rate on another site, we'll beat it!  
[Book Now](#)

**Book Your Travel** [Search Online](#)

Destination:  City or Airport

Check-In Date:  mm/dd/yyyy

Check-Out Date:  mm/dd/yyyy

Rooms:  1 Adults:  1 Children:  0 [GO](#)

Priority Club® Rewards	NEW: A Free Night Every Year	Manage Your Account
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**TERMS & CONDITIONS**

[Click here](#) for full Terms and Conditions and complete details. Must be a Priority Club Rewards member to participate in this promotion. NO HOTEL RESERVATION OR PURCHASE NECESSARY. Open to residents of the 50 US, DC, Canada (excluding Quebec) & the UK who are 18 years of age or older (or are of legal age of majority in their area of residence) at time of entry. Void in Quebec and where prohibited. Sweepstakes begins 12:01 A.M. (North American ET) on September 7. Skill-testing question required if Canadian entrant is selected as a potential winner. The total approx. retail value of all prizes is \$2,840 USD. Entries must be received by 11:59:59 P.M. (ET) on October 29.

You are subscribed as: KHERSANT@STRONGMAIL.COM

You have received this email because you elected to receive Priority Club Rewards Special Offers and Promotions.

To change/update any other Priority Club Rewards email communication preferences, please:

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- Log in to your account profile with your Priority Club number and PIN.
- Change your email preferences in the Communication Preferences section as desired.

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To unsubscribe from Priority Club Rewards email subscriptions, please [click here](#). If you unsubscribe from Priority Club Rewards email subscriptions, we will continue to send you important, time-sensitive messages related to a recent transaction, such as reservation confirmations.

You may also contact the Priority Club Service Center directly at Priority Club Rewards, P.O. Box 30320, Salt Lake City, UT 84130-0320, USA.

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# Financial Services



<b>Winner</b>	Equifax
<b>Email Campaign</b>	Refer a Friend to Win an iPad
<b>Purpose</b>	Customer acquisition
<b>Stand Out Feature</b>	Interactive Referral Marketing Program
<b>Subject Line</b>	Enter for a chance to win an iPad!

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, Equifax leverages one of the largest sources of consumer and commercial data, along with advanced analytics and proprietary technology, to create customized insights that enrich both the performance of businesses and the lives of consumers. Customers have trusted Equifax for over 100 years to deliver innovative solutions with the highest integrity and reliability. Headquartered in Atlanta, Georgia, Equifax Inc. employs approximately 7,000 people in 15 countries through North America, Latin America and Europe.

## The Business Goal

In order to increase the number of subscribers to its Equifax Complete™ credit monitoring service, Equifax is using this email to promote a new referral marketing program designed to encourage loyal customers to invite their friends to try the service.

## Why it Works

Equifax uses a simple and focused template to communicate its iPad promotion and the related call-to-action to share the offer with their friends. In addition to the clean design, Equifax employs the StrongMail Influencer referral marketing solution to make it easy for recipients to share and keep tabs on how many sweepstakes entries they've earned from friends who have taken advantage of the offer.

- 1 | **Innovative Referral Marketing Program** – Equifax has designed a compelling referral marketing program that incentivizes its best customers to spread their promotion to new audiences of like-minded consumers. Using StrongMail Influencer provides recipients an easy way to share via popular social networks like Twitter and Facebook, as well as email – all without ever having to leave the Equifax environment.
- 2 | **Clean, Focused Design** – Rather than trying to cram a bunch of offers into one template, Equifax created a focused email template that clearly showcases the call-to-action and the benefits of following through with it. Two prominent share buttons make it very clear of the expected action.
- 3 | **Concise Copy** – Equifax mirrors the clean design with concise copy that expresses the value of the offer and the main details of the promotion. Keeping it simple makes it very easy for recipients to quickly digest the message and follow through with the desired action before they get distracted and move on.
- 4 | **Multiple Customer Service Options** – In addition to the standard unsubscribe and privacy policy inclusions in the footer, they also provide explicit instructions on how to get in touch with customer service, including a specialized email address and a phone number with hours of operation. Providing multiple customer service options serves to address issues quickly and build brand loyalty.



# Financial Services

## Equifax

**From:** Equifax [mailto:Info@Equifax-mail.com]  
**Sent:** Thursday, September 02, 2010 10:48 AM  
**To:** Joe Public  
**Subject:** Enter for a chance to win an iPad!

Having trouble viewing this e-mail? [View it as a Web page.](#) | [View it on your phone.](#)  
Please add [info@Equifax-mail.com](mailto:info@Equifax-mail.com) to your address book or safe list now.

**EQUIFAX**

**Enter for  
a chance to  
win an iPad™!**



**Share this Equifax special promotion  
to earn entries into the drawing!**

**Share Now! ▶**

You've enjoyed the peace of mind your Equifax subscription has provided. Why not share that empowered feeling with a friend and **earn chances to win one of three**

**16GB iPads** — the latest mobile digital device! Since you've purchased an Equifax Complete™ offer - our new 3-bureau monitoring service, you'll receive an additional sweepstakes

Help your friends take charge of their credit, and **earn chances to win one of three** drawing. What could be better than that?

Share this offer today!

**Share Now! ▶**

Note: This promotion is in no way sponsored, endorsed or administered by Equifax.

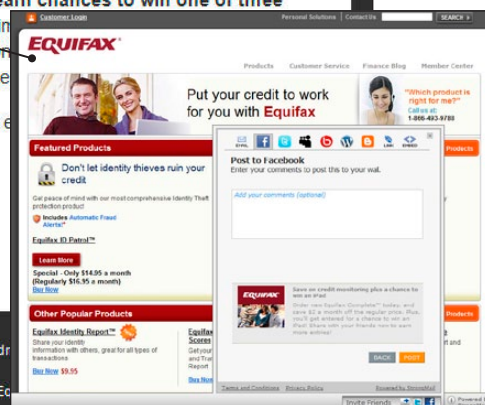
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Please do not reply to this e-mail. Mail sent to this address will not be answered. If you have any questions, please call us at 1-800-829-3616, 8:00AM - 3:00AM (EST), 7 days a week, and mention Campaign Source Code — SSG03. Referencing this code will help us to better serve your needs. You may e-mail us anytime at [customer.care@equifax.com](mailto:customer.care@equifax.com). Or you can write us: Equifax Personal Information Solutions, PO Box 105496, Atlanta, GA 30348.

NO PURCHASE NECESSARY. Void where prohibited. Must be a US resident age 18 or older to enter. Sweepstakes ends 9/30/2010. For official rules and to enter without any purchase, [click here](#).

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[Click here to unsubscribe](#)



Clean, Focused Design

Innovative Referral  
Marketing Program

Concise Copy

Multiple Customer  
Service Options

## Conclusion

Creating compelling and relevant campaigns that get customers to engage with your brand isn't just good for driving sales and customer satisfaction; it's increasingly becoming a factor in getting your email delivered. ISPs are now looking at engagement behavior to determine whether emails from your domain get delivered to the inbox, relegated to the junk folder or outright blocked at the gateway. The campaigns featured in this email breakthrough report showcase the types of practices that can help you get your email noticed and acted upon.

By designing templates that promote movement through your email, you encourage the recipient to spend more time with your message and get exposed to all relevant offers. Smart marketers also realize that emails shouldn't be sent in a vacuum. Creating a series of related follow-up emails gives you the opportunity to reinforce key messages and drive conversions. Done the right way, you create a dialogue that ties all of your messages together in a coherent and engaging fashion.

Another key trend from the most innovative emails of the past quality is subtlety. Instead of banging offers over recipients' heads, some of the most compelling campaigns lead with valuable information that is linked to relevant products and offers. By leading with content, the brand establishes a bond of trust that facilitates current and future sales. Last but not least, email marketers cannot afford to ignore the power of social media to extend the reach of their programs. By running referral marketing programs like the one launched by Equifax, brands can leverage their biggest brand advocates to drive sales.

As the report authors, StrongMail and threadmarketing hope that the best practices outlined in the Email Breakthrough Report help you take your programs to the next level. We are also available to provide you with any assistance that you might need to exceed your online marketing objectives.

If you are currently leveraging best practices to generate impressive results and want to have it reviewed for possible inclusion in the next Email Breakthrough Report, please sent it to [breakthrough@strongmail.com](mailto:breakthrough@strongmail.com).

### About the Report Sponsors

StrongMail and its digital agency threadmarketing provide online marketers with the tools and services they need to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail's solutions gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and deliverability services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.

Threadmarketing is a new kind of email marketing and social CRM agency that helps marketers build lasting connections with their customers by providing them with the guidance, creative development and tools to engage customers and build brand advocacy. StrongMail and threadmarketing clients include global leaders across virtually every industry. To learn more, visit [www.strongmail.com](http://www.strongmail.com) or [www.threadmarketing.com](http://www.threadmarketing.com).





## About Net Atlantic

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Established in 1995, Net Atlantic was one of the first email service providers and Web site hosting companies. Net Atlantic's goal is to help businesses and non-profit organizations succeed online with effective email marketing services and Internet tools.

To learn more about Net Atlantic, please visit [www.netatlantic.com](http://www.netatlantic.com).

Contact Net Atlantic today.

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